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Specification Amendments

Please replace the first full paragraph on page 10 (i.e., the paragraph beginning at line 4) with the following amended paragraph:

Referring to Figure 4, the data store can store — by way of non-limiting example — RDF triplets representing data from marketing and/or e-commerce “legacy” databases. The figure particularly illustrates triplets representing hotel reservation transactions. Each triplet comprises a predicate 402, object subject-406 and subject object-408 such that the subject object 408 is “linked” to its object(s) subject(s) 406 via predicate(s) 402.

Please replace the third full paragraph on page 10 (i.e., the paragraph beginning at line 15) with the following amended paragraph:

Each object subject-406 contains transactional information pertaining to an enterprise resource item, e.g. credit card type, type of product bought or date. For example, as illustrated in Figure 4, a typical object subject-420 shows a value of “data of departure” related to a hotel booking transaction. It can be appreciated from one in the art that many different types of data may be contained within the subject, e.g. literal values, referenced values or additional URI’s.

Please replace the fourth full paragraph on page 10 (i.e., the paragraph beginning at line 21) with the following amended paragraph:

An subject object-408 contains information pertaining to the “who” of the transaction, such as the person or enterprise initiating the transaction. The subject object, similar to the object subject, may be a literal, e.g. “Smith”, or a unique identifier such as a locator address 422 such that each related predicate and object subject can be referenced through the subject object.